

1. (**Currently Amended**) A method, comprising:

receiving an input signal sent from a calling or sending party, wherein the input signal includes having a haptic code therein;

extracting the haptic code from the input signal, the haptic code being associated with a haptic logo which distinctly corresponds to the calling or sending party; and

providing a control signal to an actuator, the control signal being based at least in part on the haptic code and configured to be directly applied to the actuator to cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

2. (**Original**) The method of claim 1 wherein the haptic logo is associated with a status event.

3. (**Original**) The method of claim 2 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

4. (**Original**) The method of claim 1 wherein the haptic effect is output to a handheld communication device.

5-7. (**Canceled**)

8. (**Currently Amended**) A computer-readable storage medium on which is encoded program code instructions to be executed by a processor, said program code comprising instructions when executed configuring the processor to:

program code for receiving receive an input signal, wherein the input signal is sent from a calling or sending party and having includes a haptic code therein;

program code for extracting extract the haptic code from the input signal, the haptic code being associated with a haptic logo distinctly corresponding to the calling or sending party; and

~~program code for providing provide~~ a control signal to an actuator, the control signal being based at least in part on the haptic code and configured to directly apply the haptic code to the actuator to cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

9. (*Original*) The computer-readable medium of claim 8 wherein the haptic logo is associated with a status event.

10. (*Original*) The computer-readable medium of claim 9 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

11. (*Original*) The computer-readable medium of claim 8 wherein the haptic effect is output to a handheld communication device.

12-16. (*Canceled*)

17. (*Currently Amended*) An apparatus, comprising:

a processor;

an actuator in communication with the processor; and

a memory in communication with the processor, the memory storing program code executable by the processor, including the processor configured to:

~~program code for receiving receive~~ an input signal, wherein the input signal is sent from an calling or sending party and having a haptic code therein;

~~program code for extracting extract~~ the haptic code from the input signal, the haptic code being associated with a haptic logo distinctly corresponding to the calling or sending party; and

~~program code for providing provide~~ a control signal to the actuator, the control signal being based at least in part on the haptic code and configured to directly apply the haptic code to the actuator to cause the actuator to output a haptic effect

associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

18. (*Original*) The apparatus of claim 17 wherein the actuator is coupled to a handheld communication device.

19. (*Original*) The apparatus of claim 18 wherein the handheld communication device includes one of a cellular phone, a satellite phone, a cordless phone, a personal digital assistant, a pager, a two-way radio, a portable computer, a game console controller, a personal gaming device, and an MP3 player.

20. (*Original*) The apparatus of claim 17 wherein the haptic logo is associated with a status event.

21. (*Original*) The apparatus of claim 20 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

22. (*Original*) The apparatus of claim 17 wherein the memory further stores a haptic lookup table associating a plurality of haptic codes each with a control signal.

23. (*Original*) The apparatus of claim 22 wherein the memory further stores program code to download the haptic lookup table from a remote source.

24-28. (*Canceled*)

29. (*Currently Amended*) A mobile device comprising:

means for receiving an input signal sent from an calling or sending party;  
means for extracting a haptic code from the input signal, the haptic code being associated with a haptic logo which only distinctly corresponds to the calling or sending party; and

means for directly applying the haptic code to an actuator for outputting a haptic effect associated with the haptic logo, wherein the haptic effect identifies the calling or sending party of the input signal.

30. (**Currently Amended**) A method, comprising:

~~transmitting an input signal from an calling or sending party via a first communication device;~~

~~receiving the a first input signal at a second communication device; and~~

~~extracting a haptic code from the first input signal at the second communication device, the haptic code being associated with a haptic logo only distinctly corresponding to the calling or sending party, wherein the haptic code causes an actuator of the second communication device to output outputs a first haptic effect associated with the haptic logo, wherein the first haptic effect identifies the calling or sending party of the input signal;~~

~~receiving a second input signal at the communication device, wherein the second input signal indicates a distance between the calling or sending party and the communication device; and~~

~~causing the actuator to output a second haptic effect based on the second input signal.~~

31. (**New**). The method of claim 4, further comprising:

receiving a second input signal that indicates a distance between the calling or sending party and the handheld communication device; and

causing the actuator to output a second haptic effect based on the second input signal.